



WPTV

## ORDER

Print Date 10/15/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 314665 /

Original Date / Revision  
10/12/12 10/15/12

Advertiser Nelson / Democrat / Senate

Agency Abar Hutton Media

Buying Contact

6190 Grovedale Court - Suite 200  
Alexandria, VA 22310

Product

Bill Nelson for Senate

Agency Com 15%

Billing Contact

6190 Grovedale Court - Suite 200  
Alexandria, VA 22310

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 629

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	11	\$10,561.25	\$12,425.00	0.00
Totals	11	\$10,561.25	\$12,425.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	11	\$10,561.25	\$12,425.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/16/12	10/22/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-1---	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	11-1---		3		\$950.00		0.00					
N 2	WPTV	10/16/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	1--1---	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	1--1---		2		\$475.00		0.00					
N 3	WPTV	10/16/12	10/22/12	M-F 1-2p M-F 1-2p	CM	1-2p	----1--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00



**WPTV**

Print Date: 10/15/12

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Contract / Revision    **314665**    Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision    10/12/12/    10/15/12

Order Sep    00:20:00

Advertiser    **Nelson / Democrat / Senate**    Product **Bill Nelson for Senate**

Estimate #    **629**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	WPTV	10/16/12	10/22/12	M-F 1-2p M-F 1-2p	CM	1-2p	---- 1--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	---- 1--					1	\$350.00		0.00				
N 4	WPTV	10/16/12	10/22/12	M-F 630-7p M-F 630-7p	CM	630-7p	-- 11---	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- 11---					2	\$3,000.00		0.00				
N 5	WPTV	10/16/12	10/22/12	Wednesday Prime B office/parks-rec	CM	9-10p	-- 1----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- 1----					1	\$1,500.00		0.00				
N 6	WPTV	10/16/12	10/22/12	M-F 2-3p M-F 2-3p	CM	2-3p	- TWTF--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWTF--					1	\$300.00		0.00				
N 7	WPTV	10/16/12	10/22/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	--- 1---	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	--- 1---					1	\$475.00		0.00				
														<b>Totals</b>	<b>11</b>	<b>\$12,425.00</b>